



**Dilbeck**<sup>SM</sup>  
**GMAC** Real Estate

Generations of Trust  
for Generations to Come.<sup>SM</sup>



# Thank You

*Dear Home Owner,*

*Please take a moment to allow me the opportunity to present this marketing plan for the sale of your home. It would be a pleasure to represent you in the sale of your home. In a constantly changing world, we believe that integrity, professionalism, knowledge and a commitment to caring service are what people value most.*

\* Please know that if your property is already listed with another broker, this is not intended as a solicitation.

*Jack Young Realtor E-Pro certified*  
[JackYoungRealEstate@Gmail.com](mailto:JackYoungRealEstate@Gmail.com)  
310-666-4065

*Duane Manka Realtor*  
[DuaneManke@Gmail.com](mailto:DuaneManke@Gmail.com)  
818-605-1812

# *All About*

## **The Valley Real Estate Team**

***Certified Realtors and members of NAR, CAR and the SoCal Real Estate Board.***

***Our team has over 6 years Real Estate experience.***

***Jack has a Bachelor's degree in Marketing***

***And is E-Pro certified\*.***

***Over the years we have acquired over 300 hours of continued Real Estate education.***

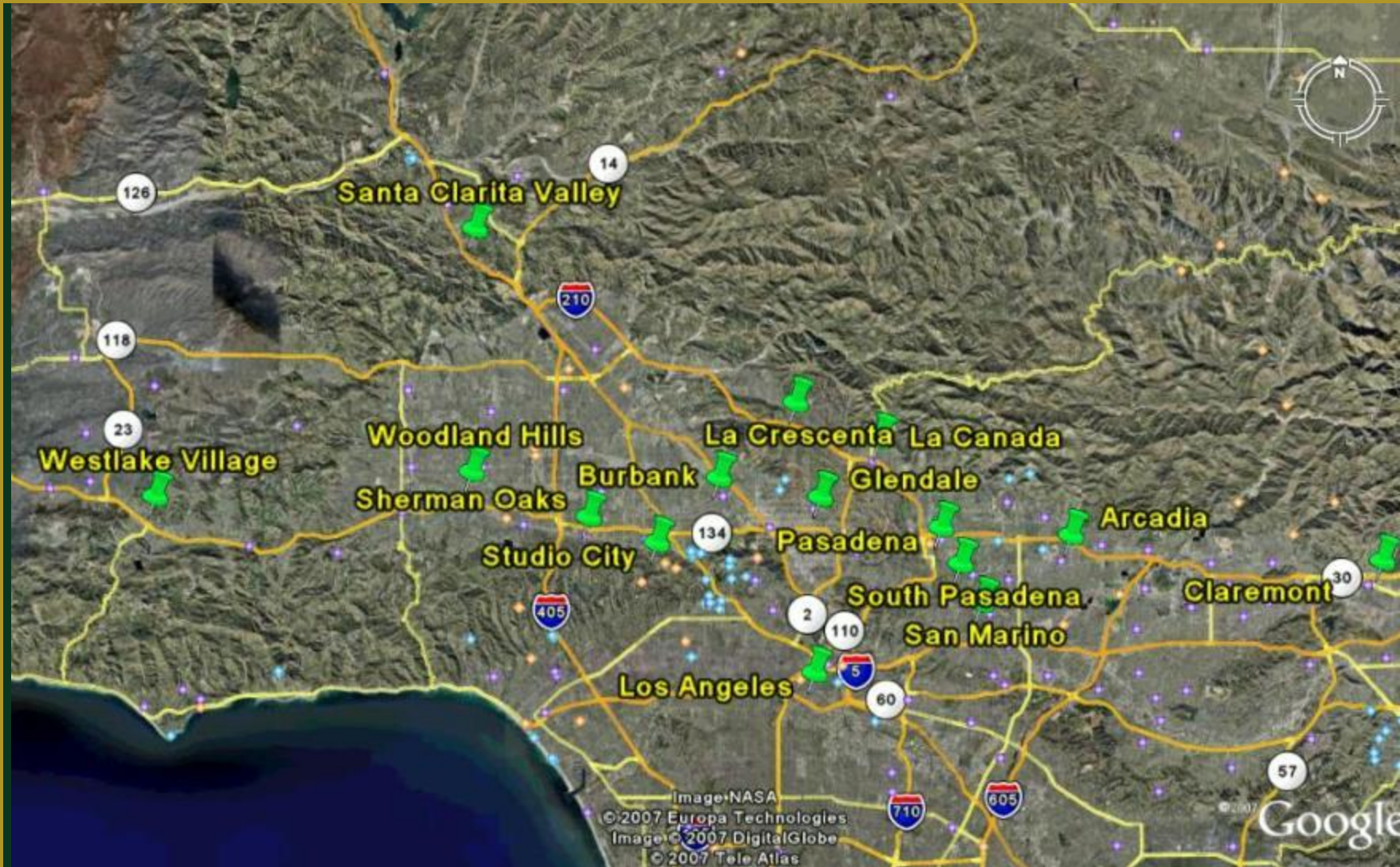
***\*E-Pro is the only NAR recognized Technology Designation.***

***Currently only 1% of Realtors possess this.***





# Market Coverage



**15 Neighborhood *Offices***





# *Marketing Strategies*





- Buyers are **9 TIMES** more likely to find the home they purchase on the *Internet* than in a newspaper.
- Buyers are **34 TIMES** more likely to find they purchase on the *Internet* than in a Home Book.

# Internet Marketing

## dilbeck.com

- **Comprehensive listings**
- **Updated every business day with new listings & status changes**
- **Request more information**
- **Request a showing**
- **Compare properties**
- **Mapping**
- **Find Open Houses**
- **My Dilbeck**
- **School and area profiles**
- **Specific information for seniors**
- **Dilbeck Estates**



# Marketing Technology

## Dilbeck AddressDirect

*AddressDirect, assigns your home an exclusive web address on dilbeck.com.*

*Your AddressDirect web address will be incorporated in all advertising for your property.*

Your **Dilbeck AddressDirect** will be:  
**1234-YourAddress.Dilbeck.com**





# Marketing Technology

## DilbeckMobile.com

***DilbeckMobile.com** is another technology first from Dilbeck GMAC Real Estate. It is a website designed specifically for web-enabled cell phones and PDA's. With these devices, prospective buyers can have instant information about your home in the palm of their hand.*



***Tens of thousands of listings  
in the palm of your hand!***

# Marketing Technology

## E-Tours

***E-tours*** are an effective part of a comprehensive real estate internet marketing system. Dilbeck Realtors offers this important technology as part of their company-sponsored marketing program.

### ***E-tour*** Features:

- \* ***Unlimited property images***
- \* ***Background music***
- \* ***Suitable for use on multiple websites***
- \* ***Can be viewed from almost any computer***



# Marketing Technology

## Craigslist.com

*Advertising your home on **Craigslist** is important. Craigslist is an online classified website that has dramatically changed where many consumers search for real estate.*

*Savvy Realtors will place your home on **Craigslist** because the response from consumers rivals REALTOR.com.*

*But a **Dilbeck GMAC Real Estate** listing on Craigslist is very different than everyone else's listing.*



# Marketing Technology

## Craigslist.com

***This is what listings  
look like that other  
agents put  
On Craigslist***

los angeles craigslist > [sgv](#) > [apts/housing for rent](#) [email this posting to a friend](#)


Stating a discriminatory preference in a housing post is illegal - please flag discriminatory posts as prohibited

**\$1,000,000 / Beautiful and Charming Family Home**

Reply to: [jane.saunders@dilbeck.com](mailto:jane.saunders@dilbeck.com)  
Date: 2007-08-01, 11:49AM PDT

please flag with care:  
[miscategorized](#)  
[prohibited](#)  
[spam/overpost](#)  
[best of craigslist](#)

Located on a private drive off of Commonwealth, this setting affords privacy & nice views. Grand vistas from every window make this a real find. This custom built home provides an easy life style for entertaining. Over 3500 sq ft featuring high ceilings, crown moldings, dramatic walnut hardwood, marble & travertine flooring. Grand living room, vaulted ceiling, fireplace, elegant dining area, exquisite light fixtures & chandeliers, study w/ French doors, powder room, central hallway w/ graceful archways.



1645 Commonwealth Drive [google map](#) [yahoo map](#)

\* Location: Los Angeles.  
\* it's NOT ok to contact this poster with services or other commercial interests

PostingID: 5000005489

Copyright © 2007 craigslist, inc. [terms of use](#) [privacy policy](#) [feedback forum](#)


# Marketing Technology

## Craigslist.com

and this is what a Craigslist  
listing looks like with

**Dilbeck Real Estate!**









Generations of Trust  
for Generations to Come.

1645 Commonwealth Drive , Los Angeles Ca

5 Bedroom Single Family House



Offered at \$1,000,000

Sq.Ft:	3500
MLS#:	Q700090
Bedrooms:	5
Bathrooms:	3
Lotsize:	21240
Year Built:	2000
Air Cond:	Yes
Heating:	Yes
Garage:	Attached

Description


Located on a private drive off of Commonwealth, this setting affords privacy & nice views. Grand vistas from every window make this a real find. This custom built home provides an easy life style for entertaining. Over 3500 sq ft featuring high ceilings, crown moldings, dramatic walnut hardwood, marble & travertine flooring. Grand living room, vaulted ceiling, fireplace, elegant dining area, exquisite light fixtures & chandeliers, study w/ French doors, powder room, central hallway w/ graceful archways.

Property Features

- Advanced Security System
- Recessed Lighting

- Grand Living Room
- Sub-Zero Refrigerator

- Modern Style
- Koi Pond



Jane Saunders

(818) 555-5404

Email Me:

[jane.saunders@dilbeck.com](mailto:jane.saunders@dilbeck.com)


Visit My Website:

[jane.saunders.dilbeck.com](http://jane.saunders.dilbeck.com)

Office Address:


8971 Norwalk Road

Valencia, CA 91381



Click Here To Visit  
Us at Dilbeck.com

[Click here to view more of my featured properties.](#)

[Equal Opportunity Housing](#) 

Information provided by seller or third-party sources. Information not verified or guaranteed.  
Dilbeck Realtors is Independently Owned and Operated.

# Marketing Technology

## Hot Lead Messaging



*Today's Internet consumer expects almost immediate response to their information requests. Dilbeck Hot Lead Messaging makes that possible. With the click of the consumer's mouse, an instant text message is sent to our Sales Partners. Their rapid response is appreciated by the buyer and could lead to the successful sale of your home.*

*Dilbeck GMAC Real Estate is the technology leader in Southern California Real Estate*





# ***My Marketing Plan***

- Give Your Property it's Own Website.
- Showcase Your Property on Dilbeck.com, Realtor.com and over 15 OTHER WEBSITES !
- Design an exclusive Dilbeck Estates listing page for Craigslist.com.
- Place a Dilbeck Estates Sign on Your Property with Full Color Flyers.
- Provide over 700 Dilbeck Agents with information through our unique E-Flyer program.
- Have Professional Photos Taken of Your Property.
- Submit the MAXIMUM NUMBER of Property Photos to the MLS.
- Develop a Virtual E-Tour of Your Property with Descriptive Copy and Music.
- Submit your home to the Multiple Listing Service (MLS).
- Mail 200 "Just Listed" Color Postcards to the Surrounding Area.
- Go DOOR to DOOR to Advertise Your House
- Invite Your Neighbors to "Pick Their New Neighbors".
- Utilize REVERSE PROSPECTING using the Advanced Technology of Listing Book.
- Offer a Home Warranty Protection Policy While Your House is Listed with us.

# ***My Marketing Plan***

- **Schedule an Open House, if Desired, Upon Listing Your Home.**
- **Get Feedback from Realtors who have Shown Your Home to Their Clients.**
- **Communicate Changes in the Real Estate Market that May Have an Impact on Price.**
- **Target Top Agents in the Area with Information on Your Property.**
- **Contact you Frequently to Review Activity on Your Home and Analyze Results.**
- **Recommend a Realtor in your New Relocation City if You are Relocating.**
- **Install a Supra Lockbox for Easy Showing.**
- **Create a Strategic Advertising Program to Fit Your Property.**
- **Represent You upon the Presentation of All Contracts and Assist in Negotiating the Best Price and Terms Possible.**
- **Follow-up and Keep You Informed on All Mortgage, Title and Other Closing Procedures while Your Home is in Escrow.**
- **Advertise Multimillion Dollar Properties with Christie's Great Estates.**
- **Provide You with a "Dilbeck File to CD" Which is Your Electronic Copy of Paperwork generated from the completed sale of your home.**



# *Selling Strategies*





# Pricing and Activity



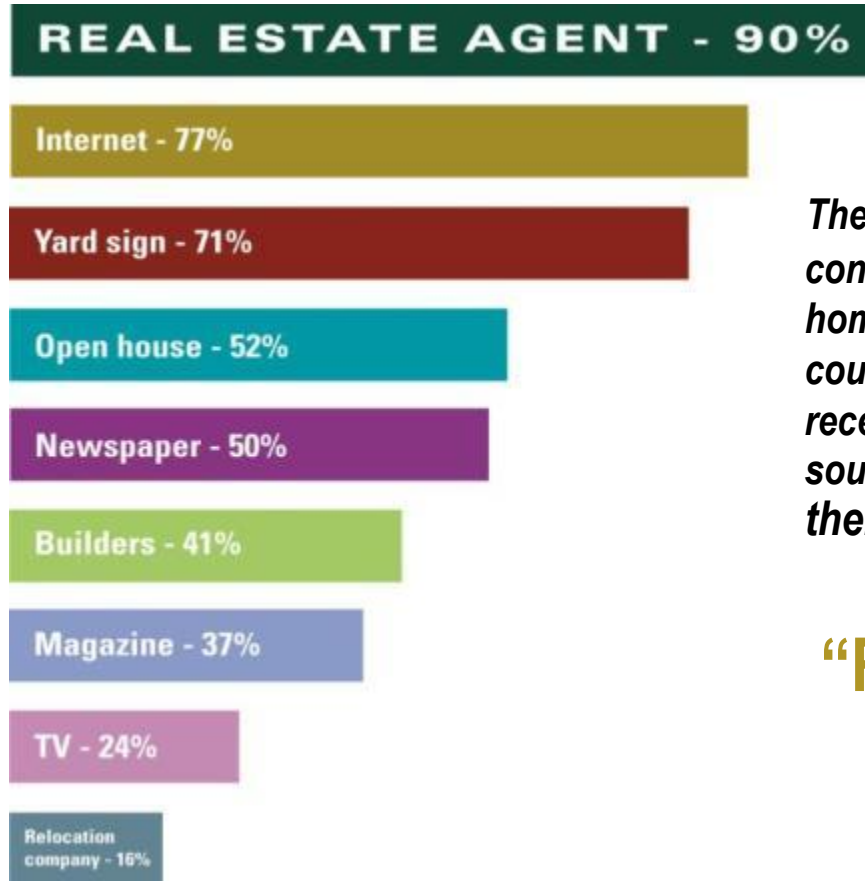
*The greatest level of interest from the real estate community and potential buyers occurs when a home is new to the market. It is during this period that your home has the best opportunity to receive offers. As seen in the chart, initial activity will be higher if your home is priced accurately.*

*Statistics show that the majority of buyers purchase property at market value.*

**That is why it is very important to evaluate price based on:**

1. Comparable sales in your neighborhood
2. Distinct characteristics and special nuances of your home and area
3. Overall condition of your home

# Buyer Sources



*The National Association of REALTORS conducts ongoing surveys of recent home buyers and sellers across the country. When home buyers were recently asked to list the information source(s) they used in the purchase of their home, the #1 source was*

**“Real Estate Agent.”**

# ***Total Transaction Service***

*Available through Dilbeck Realtors*



**Ambassador Capital  
Mortgage**

A Division of Metrocities Mortgage, LLC

**INTER VALLEY**  
E S C R O W



**Orange  
Coast Title**



Generations of Trust  
for Generations to Come.

# PREMIER SERVICE®

## My Role



**As Your Trusted Advisor,** I will use my specialized knowledge and training to help make sense of the complex home buying and selling process. I will listen to your goals, and recommend the right resources to help you reach them.

**As Your Skilled Negotiator,** I will effectively manage the buying and selling process to help you achieve your goals. I will be committed to helping you get the best possible price, with the most favorable terms, in the shortest period of time.





# PREMIER SERVICE®

## My Role



**As Your Expert Facilitator,** *I will help make things happen for you. I will work to put sales together that stay together. I will offer you outstanding customer service, my personal expertise and a range of quality real estate resources, be it relocation, mortgage or financial services.*



Generations of Trust  
for Generations to Come.®

**96%**

**Customer  
Satisfaction**

**PREMIER SERVICE®**

They just found  
the real estate  
company that  
puts their service  
commitment to you  
in writing.

Premier Service...  
It's the difference  
you've been  
looking for.







# *Comparative Market Analysis*







## Examples of Other Agents Listing Photographs





**These are examples of the photography our  
professional photographer has taken.**











## Stunning Penthouse Pied-à-Terre

Enjoying some of the most spectacular views in Pasadena, this home is without peer.

PASADENA, CALIFORNIA Sited in the magnificent Maryland Hotel and impeccably designed by architect Edward B. Rust in 1926, this superlative penthouse affords superb views of the San Gabriel Mountains, Pasadena City Hall, soaring church steeples, and the city skyline.

Tastefully and exquisitely appointed for those with the most discriminating tastes, the remarkable residence offers the utmost in comfort and convenience. Cherrywood cabinets, granite countertops, and top-quality appliances grace the immaculate kitchen. Wonderful details abound throughout the rest of the home, such as beautiful marble and inlaid hardwood floors, alabaster light fixtures, picture rails, large crown moldings, dimmers on most lights, and elegant marble baths. Seven balconies on three sides of the building provide numerous vantage points from which to take in the amazing vistas. Two parking

spaces are included with the unit, and all utilities are included in the homeowner dues, excepting phone and cable. This is, quite simply, the ultimate abode for modern and gracious living at its most luxurious.

The exceptional penthouse is within walking distance of the city center, Old Pasadena, the historic Playhouse district, the shops of the Paseo Colorado, and many boutiques and restaurants. ■

OFFERED AT \$1,100,000

### INQUIRIES

Dilbeck Realtors

132 East Colorado Boulevard

Pasadena, California 91105

+1 626 584 0101 • [www.dilbeck.com](http://www.dilbeck.com)

Ann-Marie Villicana

+1 626 319 0585

[annmarie.villicana@dilbeck.com](mailto:annmarie.villicana@dilbeck.com)

ON THE WEB search for CGE17998 at [www.christiesgreatstates.com](http://www.christiesgreatstates.com)

# CHRISTIE'S GREAT ESTATES

The International Showcase for Distinctive Properties

Issue One 2008



Contemporary Vision  
Laguna Beach, California



## **Thank You For Viewing This Presentation.**

**If You Are Interested In a Face to Face Meeting with Our Team  
Or If You Have ANY Questions, Feel Free to Contact Us  
*Anytime.***

**We Are Your FULL SERVICE Real Estate Team and We are  
HERE For All Your Real Estate Needs.**

**Thanks Again and We Look Forward to Meeting You.**

**Jack Young      &      Duane Manka**

**310-666-4560**

**818-605-1812**

**TheValleyRealEstateTeam.Com**

**TheValleyRealEstateTeam@Gmail.com**